SONY

BZ53L

Experience absolute picture quality with Sony's flagship professional 4K display and Sony XR™ processing.
Full Array LED with local dimming delivers scintillating contrast and optimizes power consumption

98"

Deep Black Non-Glare Coating | 4K HDR | SONY XR | HTML5 | Chromecast built-in | androidtv

Deep Black Non-Glare

Deep Black Non-Glare Coating combines innovative technologies – delivering an unprecedented reduction in both screen glare and reflection that doesn't compromise picture quality.

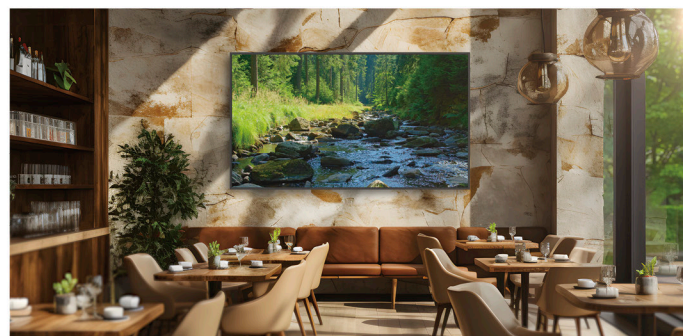## 780 nit/ XR Processor

Brighter is better. In busy retail showrooms or corporate lobbies, 98" BRAVIA shines with an extraordinary 780 nit screen brightness that can't be missed, even in light-flooded spaces. Full Array Local Dimming boosts peak brightness further still to an eye-popping 1500 nits.

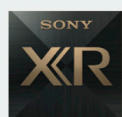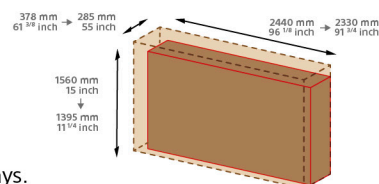## Installation friendly (handle/weight/size)

Safer carrying

Ergonomically positioned lower horizontal handles are easy to grab, making lifting easier and more comfortable.

Easier access

Reduced carton size eases transportation. The ability to carry BRAVIA vertically (portrait style) gives easier access in elevators and stairways.

378 mm 61 3/8 inch → 285 mm 55 inch
2440 mm 96 1/8 inch → 2330 mm 91 3/4 inch
1560 mm 15 inch
1395 mm 11 1/4 inch

Cognitive Processor XR™

SONY XR

The world's first picture processor with cognitive intelligence understands how humans really see the world.
The 98" BRAVIA with Cognitive Processor XR™ opens up an unprecedented viewing experience that immerses you even more deeply in the scene.

BZ53L-series Specifications
Flagship

		FW-98BZ53L	FW-85BZ40L	FW-75BZ40L	FW-65BZ40L	FW-55BZ40L
General features	Screen Size	98	85	75	65	55
	Brightness (cd/m²)	780	650	700		
	Contrast Ratio	5000:1	6000:1	1200:1		
	Dynamic Contrast Ratio	700,000:1	500,000:1	600,000:1		
	Response Time (ms)	6.5	15.9	8.0		
	Display resolution (H x V, pixels)	3840 x 2160				
	HDR (High Dynamic Range) compatiblity	Yes (HDR10,HLG,Dolby Vision)				
	Aspect Ratio	16:9				
	Portrait/Tilt Compatibility	Yes				
Display features	Dimming type	Local Dimming	Frame Dimming			
	Display Device	LCD				
	Panel Type	VA		IPS		
	Backlight type	Direct (Full Array LED)	Direct LED			
	TRILUMINOS Display	XR Triluminos Pro	TRILUMINOS PRO			
	Color gamut (DCI-P3)	95%	92%			
	Picture Processor	Cognitive Processor XR	4K HDR Processor X1			
	Operation time	24/7				
	Deep Black Non-Glare coating	Yes				
	Haze (%)	47%	58%	47%		
	Viewing Angle (Right/Left)	178 (89/89) degree				
	Viewing Angle (Up/Down)	178 (89/89) degree				
Video Specs	Video Processing	XR 4K Upscaling	4K X-Reality PRO			
	Motion enhancer	XR Motion Clarity	Motionflow XR 240 (Native 60Hz)			
	HDMI Signal	4096x2160p (24,60Hz), 3840 x 2160p (24, 30, 60, 120Hz), 1080p (24, 30, 60, 120Hz), 1080i (60Hz), 720p (24, 30, 60Hz), 480p	4096 x 2160p (24, 60Hz), 3840 x 2160p (24, 30, 60Hz), 1080p (24,30,60Hz), 1080i (60Hz), 720p (24, 30, 60Hz), 480p			
Audio Specs	Speaker Position	Down Firing + Side Back	Down Firing			
	Audio Power Output	10W + 10W + 10W + 10W	10W + 10W			
Professional features	Pro mode	Yes				
	HDMI auto wake-up	Yes				
	HTML5 platform	Yes				
	Multicast/IPTV	Yes				
	Operating System	Android TV				
	On-board Storage (GB)	32GB				
Network Specs	Wi-Fi Direct	Yes				
	Wi-Fi Certified	Yes				
	Wireless LAN	Integrated				
Convenience features	USB playback codecs	MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS (HDV,AVCHD):MPEG2,AVC/MP4 (XAVC S):AVC,MPEG4,HEVC/AVI:Xvid,MotionJpeg/ASF(WMV):VC1/MOV:AVC,MPEG4,MotionJpeg/MKV:Xvid,AVC,MPEG4,VP8.HEVC/WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF (WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG				
	On Screen Clock	Yes				
	Sleep Timer	Yes				
	On/Off Timer	Yes				
	Chromecast built-in	Yes				
	Apple AirPlay	Yes				
Control Specs	IP Control	Yes				
	RS-232C Control	Yes				
	HDMI-CEC	Yes				
Inputs and outputs	HDCP	HDCP2.3 (for HDMI1/2/3/4)				
	Composite Video Input (s)	Hybrid w/S-Center Speaker Input x1 (Side, Mini jack)	1 (Side, Mini jack)			
	HDMI inputs total	4 (4Side)				
	Analog Audio Input (s) (Total)	1 (Side Analog Conversion)				
	Digital Audio Output (s)	1 (Side)				
	USB ports	2 (Side)				
	Ethernet inputs	1 (Side)				
Design features	VESA® Hole Pitch (W x H)	600 x 400 mm / 23 5/8 x 15 3/4 inch	400 x 400 mm / 15 3/4 x 15 3/4 inch	300 x 300 mm / 11 7/8 x 11 7/8 inch		
Accessories	Wall-mount adjuster (Bundled) *depending on the region.	No	Yes			
	Table-top stand (Optional) *depending on the region.	No			Yes	Yes
Environment Specs	Rated Power Consumption	505 W	373 W	299 W	229 W	201 W
	Power Consumption (in Standby)	0.5 W				
	Dynamic Backlight Control	Yes				
	Power Saving Mode / Back Light Off Mode	Yes				
Measurements	Dimension of TV without Stand (W x H x D)	2199 x 1255 x 85 mm / 86 5/8 x 49 1/2 x 3 3/8 inch	1899 x 1089 x 71 mm / 74 7/8 x 42 7/8 x 2 7/8 inch	1686 x 969 x 72 mm / 66 1/2 x 38 1/4 x 2 7/8 inch	1462 x 842 x 71 mm / 57 5/8 x 33 1/4 x 2 7/8 inch	1243 x 721 x 71 mm / 49 x 28 1/2 x 2 7/8 inch
	Dimension of TV with Stand (W x H x D)	-			1462 x 912 x 338 mm / 57 5/8 x 36 x 13 3/8 inch	1243 x 787 x 338 mm / 49 x 31 x 13 3/8 inch
	Dimension of Package Carton (W x H x D)	2330 x 1394 x 283 mm / 91 3/4 x 55 x 11 1/4 inch	2036 x 1239 x 258 mm / 80 1/4 x 48 7/8 x 10 1/4 inch	1824 x 1114 x 187 mm / 71 7/8 x 43 7/8 x 7 3/8 inch	1588 x 965 x 184 mm / 62 5/8 x 38 x 7 1/4 inch	1362 x 840 x 160 mm / 53 5/8 x 33 1/8 x 6 3/8 inch
Weight	Weight of TV without Stand	67.2 kg / 148.1 lb	44.5 kg / 98.1 lb	31.5 kg / 69.4 lb	21.4 kg / 47.2 lb	15.8 kg / 34.9 lb
	Weight of TV with Stand	-			22.3 kg / 49.2 lb	16.7 kg / 36.8 lb
	Weight of Package Carton (Gross)	91 kg / 200.5lb.	62 kg / 136.6lb.	43 kg / 94.8lb.	31 kg / 68.3lb.	23 kg / 50.7lb.

SONY

BZ40L

Exceptionally bright 4K displays with unique
Deep Black Non-Glare technology

85" **75"** **65"** **55"**

BLACK LUXURY COLLECTION

Deep Black
Non-Glare
Coating

4K HDR

SONY X1 4K HDR Processor

HTML 5

Chromecast built-in
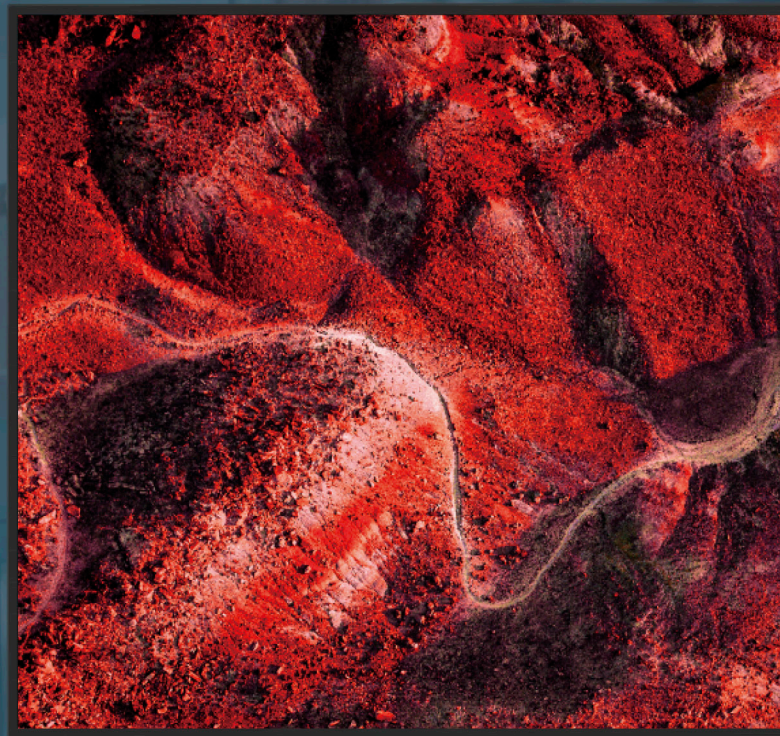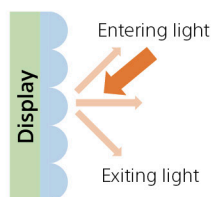
androidtv

Deep Black Non-Glare Coating

Deep Black Non-Glare Coating combines innovative technologies – delivering an unprecedented reduction in both screen glare and reflection that doesn't compromise picture quality.

Anti-Glare

Entering light / Exiting light / Display

A microscopic unevenness is added to the surface of the display panel.

Incident light is diffusely reflected in all directions, becoming a whitish blur that's less noticeable to viewers than sharply reflected light.

Low Reflection

Entering light / Exiting light / Display
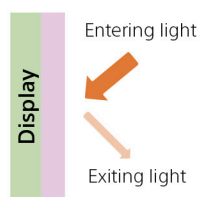
A special coating is added to the surface of the panel. Incident light rays bounce off the surface of the clear layer, as well as the panel surface beneath. Interference between the reflected rays causes cancellation, reducing reflections seen by viewers.

Sony's Deep Black Non-Glare Coating combines anti-glare and low-reflection technologies. Reducing reflections and boosting contrast, it's the key to dynamic visuals bursting with true-to-life color and detail that inspire everyone, from corporate visitors and staff to shoppers and students.

Exquisite images that always stand out

Available in screen sizes from 55" to 85", the BRAVIA BZ40L Series grabs your audience's attention with extremely high 700 nit screen brightness for punchy, high-impact visuals that are always seen clearly.

Advanced Sony picture processing technologies ensure your content looks its very best. The panel's extra wide viewing angle lets everyone in the room enjoy clear, bright images, wherever they're positioned.

BZ40L Series

Typical display

Styled to blend with every environment

- BRAVIA Pro Displays come supplied with a Wall-Mount Adjuster, giving extra flexibility for mounting the display centrally in portrait or landscape orientation.

- The Sony logo is discreetly positioned on the edge of the display's beautifully slim bezel – with nothing distracting your audience from immersive images.

- Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space. The display can also be tilted at an angle for even greater flexibility.

SONY

24/7

Tilt

BZ40L-series Specifications

High Brightness-Non Glare

		FW-98BZ53L	FW-85BZ40L	FW-75BZ40L	FW-65BZ40L	FW-55BZ40L
General features	Screen Size	98	85	75	65	55
	Brightness (cd/m²)	780	650	700		
	Contrast Ratio	5000:1	6000:1	1200:1		
	Dynamic Contrast Ratio	700,000:1	500,000:1	600,000:1		
	Response Time (ms)	6.5	15.9	8.0		
	Display resolution (H x V, pixels)	3840 x 2160				
	HDR (High Dynamic Range) compatiblity	Yes (HDR10,HLG,Dolby Vision)				
	Aspect Ratio	16:9				
	Portrait/Tilt Compatibility	Yes				
Display features	Dimming type	Local Dimming	Frame Dimming			
	Display Device	LCD				
	Panel Type	VA		IPS		
	Backlight type	Direct (Full Array LED)	Direct LED			
	TRILUMINOS Display	XR Triluminos Pro	TRILUMINOS PRO			
	Color gamut (DCI-P3)	95%	92%			
	Picture Processor	Cognitive Processor XR	4K HDR Processor X1			
	Operation time	24/7				
	Deep Black Non-Glare coating	Yes				
	Haze (%)	47%	58%	47%		
	Viewing Angle (Right/Left)	178 (89/89) degree				
	Viewing Angle (Up/Down)	178 (89/89) degree				
Video Specs	Video Processing	XR 4K Upscaling	4K X-Reality PRO			
	Motion enhancer	XR Motion Clarity	Motionflow XR 240 (Native 60Hz)			
	HDMI Signal	4096x2160p (24,60Hz), 3840 x 2160p (24, 30, 60, 120Hz), 1080p (24, 30, 60, 120Hz), 1080i (60Hz), 720p (24, 30, 60Hz), 480p	4096 x 2160p (24, 60Hz), 3840 x 2160p (24, 30, 60Hz), 1080p (24,30,60Hz), 1080i (60Hz), 720p (24, 30, 60Hz), 480p			
Audio Specs	Speaker Position	Down Firing + Side Back	Down Firing			
	Audio Power Output	10W + 10W + 10W + 10W	10W + 10W			
Professional features	Pro mode	Yes				
	HDMI auto wake-up	Yes				
	HTML5 platform	Yes				
	Multicast/IPTV	Yes				
	Operating System	Android TV				
	On-board Storage (GB)	32GB				
Network Specs	Wi-Fi Direct	Yes				
	Wi-Fi Certified	Yes				
	Wireless LAN	Integrated				
Convenience features	USB playback codecs	MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS (HDV,AVCHD):MPEG2,AVC/MP4 (XAVC S):AVC,MPEG4,HEVC/AVI:Xvid,MotionJpeg/ASF(WMV):VC1/MOV:AVC,MPEG4,MotionJpeg/MKV:Xvid,AVC,MPEG4,VP8.HEVC/WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF (WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG				
	On Screen Clock	Yes				
	Sleep Timer	Yes				
	On/Off Timer	Yes				
	Chromecast built-in	Yes				
	Apple AirPlay	Yes				
Control Specs	IP Control	Yes				
	RS-232C Control	Yes				
	HDMI-CEC	Yes				
Inputs and outputs	HDCP	HDCP2.3 (for HDMI1/2/3/4)				
	Composite Video Input (s)	Hybrid w/S-Center Speaker Input x1 (Side, Mini jack)	1 (Side, Mini jack)			
	HDMI inputs total	4 (4Side)				
	Analog Audio Input (s) (Total)	1 (Side Analog Conversion)				
	Digital Audio Output (s)	1 (Side)				
	USB ports	2 (Side)				
	Ethernet inputs	1 (Side)				
Design features	VESA® Hole Pitch (W x H)	600 x 400 mm / 23 5/8 x 15 3/4 inch	400 x 400 mm / 15 3/4 x 15 3/4 inch	300 x 300 mm / 11 7/8 x 11 7/8 inch		
Accessories	Wall-mount adjuster (Bundled) *depending on the region.	No	Yes			
	Table-top stand (Optional) *depending on the region.	No			Yes	Yes
Environment Specs	Rated Power Consumption	505 W	373 W	299 W	229 W	201 W
	Power Consumption (in Standby)	0.5 W				
	Dynamic Backlight Control	Yes				
	Power Saving Mode / Back Light Off Mode	Yes				
Measurements	Dimension of TV without Stand (W x H x D)	2199 x 1255 x 85 mm / 86 5/8 x 49 1/2 x 3 3/8 inch	1899 x 1089 x 71 mm / 74 7/8 x 42 7/8 x 2 7/8 inch	1686 x 969 x 72 mm / 66 1/2 x 38 1/4 x 2 7/8 inch	1462 x 842 x 71 mm / 57 5/8 x 33 1/4 x 2 7/8 inch	1243 x 721 x 71 mm / 49 x 28 1/2 x 2 7/8 inch
	Dimension of TV with Stand (W x H x D)	-			1462 x 912 x 338 mm / 57 5/8 x 36 x 13 3/8 inch	1243 x 787 x 338 mm / 49 x 31 x 13 3/8 inch
	Dimension of Package Carton (W x H x D)	2330 x 1394 x 283 mm / 91 3/4 x 55 x 11 1/4 inch	2036 x 1239 x 258 mm / 80 1/4 x 48 7/8 x 10 1/4 inch	1824 x 1114 x 187 mm / 71 7/8 x 43 7/8 x 7 3/8 inch	1588 x 965 x 184 mm / 62 5/8 x 38 x 7 1/4 inch	1362 x 840 x 160 mm / 53 5/8 x 33 1/8 x 6 3/8 inch
Weight	Weight of TV without Stand	67.2 kg / 148.1 lb	44.5 kg / 98.1 lb	31.5 kg / 69.4 lb	21.4 kg / 47.2 lb	15.8 kg / 34.9 lb
	Weight of TV with Stand	-			22.3 kg / 49.2 lb	16.7 kg / 36.8 lb
	Weight of Package Carton (Gross)	91 kg / 200.5lb.	62 kg / 136.6lb.	43 kg / 94.8lb.	31 kg / 68.3lb.	23 kg / 50.7lb.

SONY

BZ35L

Enhanced professional displays with
32GB of storage and more robust brightness

85" **75"** **65"** **55"**
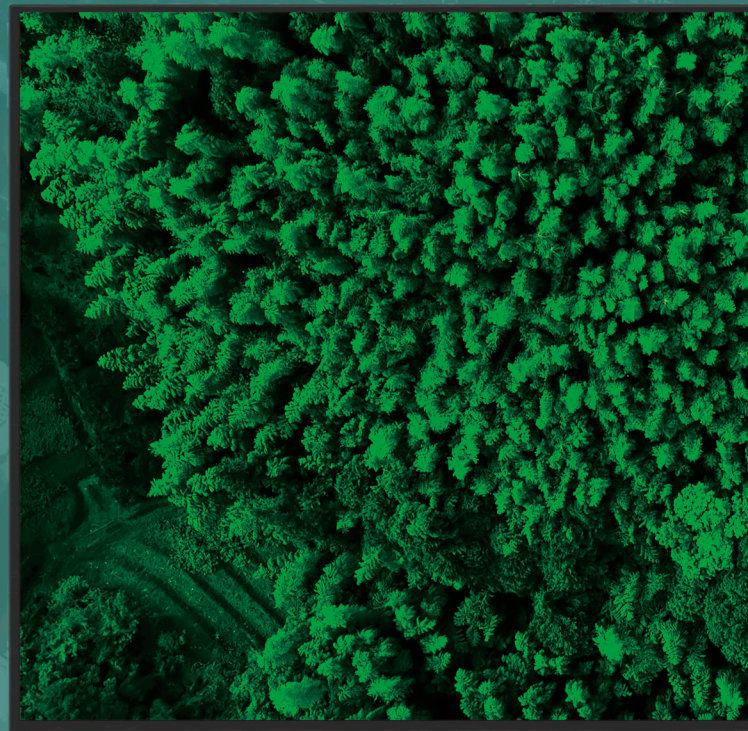
4K HDR · **SONY X1 4K HDR Processor** · **HTML5** · Chromecast built-in · **androidtv**

Vibrant, true-to-life images that can't be missed

BRAVIA BZ35L Series grabs your audience's attention with high 550 nit screen brightness for punchy, high-impact visuals that are always seen clearly.

Advanced Sony picture processing technologies ensure your content looks its very best. The panel's extra-wide viewing angle ensures that everyone in the room can enjoy clear, bright images wherever they're positioned.

Color

Clarity

Contrast

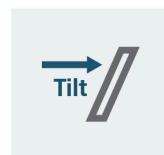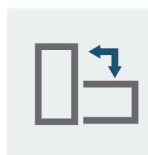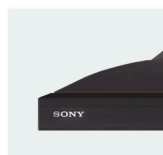**Wide Color High Contrast**

Large 32GB internal storage

The internal memory on some other displays is eaten up by the operating system, leaving little space for your own apps and content.

BRAVIA BZ35L doubles internal storage from 16GB to a generous 32GB – giving loads more room on board to hold apps, photos, videos and digital signage.
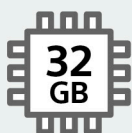
32 GB

Styled to blend with every environment

- BRAVIA Pro Displays come supplied with a Wall-Mount Adjuster, giving extra flexibility for mounting the display centrally in portrait or landscape orientation.

- The Sony logo is discreetly positioned on the edge of the display's beautifully slim bezel – with nothing distracting your audience from immersive images.

- Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space. The display can also be tilted at an angle for even greater flexibility.

SALE

UP TO 70% OFF

You can be more free than you are today

SONY · 24/7 · Tilt

BZ35L-series Specifications

Enhanced

		FW-85BZ35L	FW-75BZ35L	FW-65BZ35L	FW-55BZ35L
General features	Screen Size	85	75	65	55
	Brightness (cd/m²)	550			
	Contrast Ratio	6000:1	1200:1		
	Dynamic Contrast Ratio	400,000:1			
	Response Time (ms)	15.9	8.0		
	Display resolution (H x V, pixels)	3840 x 2160			
	HDR (High Dynamic Range) compatiblity	Yes (HDR10,HLG,Dolby Vision)			
	Aspect Ratio	16:9			
	Portrait/Tilt Compatibility	Yes			
Display features	Dimming type	Frame Dimming			
	Display Device	LCD			
	Panel Type	VA	IPS		
	Backlight type	Direct LED			
	TRILUMINOS Display	TRILUMINOS PRO			
	Color gamut (DCI-P3)	92%			
	Picture Processor	4K HDR Processor X1			
	Operation time	24/7			
	Deep Black Non-Glare coating	No			
	Haze (%)	2%	1%		
	Viewing Angle (Right/Left)	178 (89/89) degree			
	Viewing Angle (Up/Down)	178 (89/89) degree			
Video Specs	Video Processing	4K X-Reality PRO			
	Motion enhancer	Motionflow XR 240 (Native 60Hz)			
	HDMI Signal	4096x2160p (24,60Hz), 3840x2160p (24,30,60Hz), 1080p (24,30,60Hz), 1080i (60Hz), 720p (24,30,60Hz), 480p			
Audio Specs	Speaker Position	Down Firing			
	Audio Power Output	10W + 10W			
Professional features	Pro mode	Yes			
	HDMI auto wake-up	Yes			
	HTML5 platform	Yes			
	Multicast/IPTV	Yes			
	Operating System	Android TV			
	On-board Storage (GB)	32GB			
Network Specs	Wi-Fi Direct	Yes			
	Wi-Fi Certified	Yes			
	Wireless LAN	Integrated			
Convenience features	USB playback codecs	MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS(HDV,AVCHD):MPEG2,AVC/MP4(XAVC S):AVC,MPEG4,HEVC/AVI:Xvid,MotionJpeg/ASF(WMV):VC1/ MOV:AVC,MPEG4,MotionJpeg/MKV:Xvid,AVC,MPEG4,VP8.HEVC/WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF(WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG			
	On Screen Clock	Yes			
	Sleep Timer	Yes			
	On/Off Timer	Yes			
	Chromecast built-in	Yes			
	Apple AirPlay	Yes			
Control Specs	IP Control	Yes			
	RS-232C Control	Yes			
	HDMI-CEC	Yes			
Inputs and outputs	HDCP	HDCP2.3(for HDMI1/2/3/4)			
	Composite Video Input (s)	1 (Side, Mini jack)			
	HDMI inputs total	4 (4Side)			
	Analog Audio Input (s) (Total)	1 (Side Analog Conversion)			
	Digital Audio Output (s)	1 (Side)			
	USB ports	2 (Side)			
	Ethernet inputs	1 (Side)			
Design features	VESA® Hole Pitch (W x H)	400 x 400 mm / 15 3/4 x 15 3/4 inch	300 x 300 mm / 11 7/8 x 11 7/8 inch		
Accessories	Wall-mount adjuster (Bundled) *depending on the region.	Yes			
	Table-top stand (Optional) *depending on the region.	No		Yes	
Environment Specs	Rated Power Consumption	323 W	235 W	218 W	169 W
	Power Consumption (in Standby)	0.5 W			
	Dynamic Backlight Control	Yes			
	Power Saving Mode / Back Light Off Mode	Yes			
Measurements	Dimension of TV without Stand (W x H x D)	1899 x 1089 x 71 mm / 74 7/8 x 42 7/8 x 2 7/8 inch	1686 x 969 x 72 mm / 66 1/2 x 38 1/4 x 2 7/8 inch	1462 x 842 x 71 mm / 57 5/8 x 33 1/4 x 2 7/8 inch	1243 x 721 x 71 mm / 49 x 28 1/2 x 2 7/8 inch
	Dimension of TV with Stand (W x H x D)	-	-	1462 x 912 x 338 mm / 57 5/8 x 36 x 13 3/8 inch	1243 x 787 x 338 mm / 49 x 31 x 13 3/8 inch
	Dimension of Package Carton (W x H x D)	2036 x 1239 x 258 mm / 80 1/4 x 48 7/8 x 10 1/4 inch	1824 x 1114 x 187 mm / 71 7/8 x 43 7/8 x 7 3/8 inch	1588 x 965 x 184 mm / 62 5/8 x 38 x 7 1/4 inch	1362 x 840 x 160 mm / 53 5/8 x 33 1/8 x 6 3/8 inch
Weight	Weight of TV without Stand	44.5 kg / 98.1 lb	31.5 kg / 69.4 lb	21.2 kg / 46.7 lb	15.7 kg / 34.6 lb
	Weight of TV with Stand	-	-	22.1 kg / 48.7 lb	16.6 kg / 36.6 lb
	Weight of Package Carton (Gross)	62 kg / 136.6lb.	43 kg / 94.8lb.	30 kg / 66.1lb.	23 kg / 50.7lb.

SONY

BZ30L

Professional 4K displays with Sony X1 processing, Pro-Mode, 24/7 operation, portrait/tilt install supported, AirPlay and Chromecast built-in™ as well as a complete range of sizes

| 85" | 75" | 65" | 55" | 50" | 43" | 32" |

*32"is BZ30J model

4K HDR · **SONY X1** · **HTML5** · AirPlay · **Chromecast built-in** · **androidtv**

Latest Sony picture technologies to impress every audience

The BRAVIA BZ30L Series offers a generous 440 nit screen brightness. Advanced Sony picture processing technologies ensure your content looks its very best. The panel's extra-wide viewing angle ensures that everyone in the room can enjoy clear, bright images wherever they're positioned.
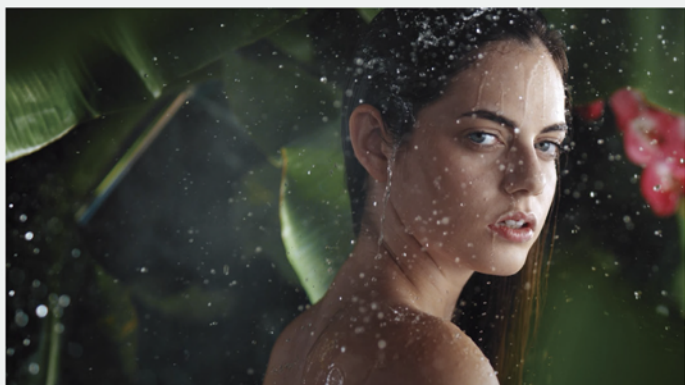
Extensive Lineup 32" to 85"

The BZ30 Series offers a range of sizes from 32"to 85"making them ideal for large projects requiring multiple sized displays that deliver the same picture quality, brightness and contrast.

*32"is BZ30J model

Styled to blend with every environment

- BRAVIA Pro Displays come supplied with a Wall-Mount Adjuster, giving extra flexibility for mounting the display centrally in portrait or landscape orientation.
- The Sony logo is discreetly positioned on the edge of the display's beautifully slim bezel – with nothing distracting your audience from immersive images.
- Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space. The display can also be tilted at an angle for even greater flexibility.

Flexible content layout with HTML5
The BZ Series offers built-in support for the HTML5 application platform, so it's possible to use HTML5 interactive signage content without requiring a set-top box or PC. The content screen can be freely laid out using the 4K video, pictures, or even with a HDMI input.

Wireless screen mirroring
Easily mirror content wirelessly from handheld device onto BRAVIA with in-built support for Apple AirPlay and Chromecast built-in.

BZ30L-series Specifications
Complete

		FW-85BZ30L	FW-75BZ30L	FW-65BZ30L	FW-55BZ30L	FW-50BZ30L	FW-43BZ30L
General features	Screen Size	85	75	65	55	50	43
	Brightness (cd/m²)	440					
	Contrast Ratio	6000:1	1200:1			5000:1	1200:1
	Dynamic Contrast Ratio	300,000:1				400,000:1	
	Response Time (ms)	15.9	8.0			9.5	8.0
	Display resolution (H x V, pixels)	3840 x 2160					
	HDR (High Dynamic Range) compatiblity	Yes (HDR10,HLG,Dolby Vision)					
	Aspect Ratio	16:9					
	Portrait/Tilt Compatibility	Yes					
Display features	Dimming type	Frame Dimming					
	Display Device	LCD					
	Panel Type	VA	IPS			VA	IPS
	Backlight type	Direct LED					
	TRILUMINOS Display	TRILUMINOS PRO					
	Color gamut (DCI-P3)	92%					
	Picture Processor	4K HDR Processor X1					
	Operation time	24/7					
	Deep Black Non-Glare coating	No					
	Haze (%)	2%	1%				
	Viewing Angle (Right/Left)	178 (89/89) degree					
	Viewing Angle (Up/Down)	178 (89/89) degree					
Video Specs	Video Processing	4K X-Reality PRO					
	Motion enhancer	Motionflow XR 240 (Native 60Hz)					
	HDMI Signal	4096 x 2160p (24, 60Hz), 3840 x 2160p (24, 30, 60Hz), 1080p (24, 30,60Hz), 1080i (60Hz), 720p (24,30,60Hz), 480p					
Audio Specs	Speaker Position	Down Firing					
	Audio Power Output	10W + 10W					
Professional features	Pro mode	Yes					
	HDMI auto wake-up	Yes					
	HTML5 platform	Yes					
	Multicast/IPTV	Yes					
	Operating System	Android TV					
	On-board Storage (GB)	16GB					
Network Specs	Wi-Fi Direct	Yes					
	Wi-Fi Certified	Yes					
	Wireless LAN	Integrated					
Convenience features	USB playback codecs	MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS (HDV,AVCHD):MPEG2,AVC/MP4 (XAVC S):AVC,MPEG4,HEVC/AVI:Xvid,MotionJpeg/ASF (WMV):VC1/MOV:AVC,MPEG4,MotionJpeg/MKV:Xvid,AVC,MPEG4,VP8.HEVC/WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF (WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG					
	On Screen Clock	Yes					
	Sleep Timer	Yes					
	On/Off Timer	Yes					
	Chromecast built-in	Yes					
	Apple AirPlay	Yes					
Control Specs	IP Control	Yes					
	RS-232C Control	Yes					
	HDMI-CEC	Yes					
Inputs and outputs	HDCP	HDCP2.3 (for HDMI1/2/3/4)					
	Composite Video Input (s)	1 (Side, Mini jack)					
	HDMI inputs total	4 (4Side)					
	Analog Audio Input (s) (Total)	1 (Side Analog Conversion)					
	Digital Audio Output (s)	1 (Side)					
	USB ports	2 (Side)					
	Ethernet inputs	1 (Side)					
Design features	VESA® Hole Pitch (W x H)	400 x 400 mm / 15 ³/⁴ x 15 ³/⁴ inch	300 x 300 mm / 11 ⁷/⁸ x 11 ⁷/⁸ inch			200 x 200 mm / 7 ⁷/⁸ x 7 ⁷/⁸ inch	
Accessories	Wall-mount adjuster (Bundled) *depending on the region.	Yes					
	Table-top stand (Optional) *depending on the region.	No		Yes			
Environment specs	Rated Power Consumption	248 W	306 W	230 W	202 W	140 W	103 W
	Power Consumption (in Standby)	0.5 W					
	Dynamic Backlight Control	Yes					
	Power Saving Mode / Back Light Off Mode	Yes					
Measurements	Dimension of TV without Stand (W x H x D)	1899 x 1089 x 71 mm / 74 ⁷/⁸ x 42 ⁷/⁸ x 2 ⁷/⁸ inch	1686 x 969 x 72 mm / 66 ¹/² x 38 ¹/⁴ x 2 ⁷/⁸ inch	1462 x 842 x 71 mm / 57 ⁵/⁸ x 33 ¹/⁴ x 2 ⁷/⁸ inch	1243 x 721 x 71 mm / 49 x 28 ¹/² x 2 ⁷/⁸ inch	1126 x 653 x 70 mm / 44 ³/⁸ x 25 ³/⁴ x 2 ⁷/⁸ inch	972 x 567 x 70 mm / 38 ³/⁸ x 22 ³/⁸ x 2 ⁷/⁸ inch
	Dimension of TV with Stand (W x H x D)	-		1462 x 912 x 338 mm / 57 ⁵/⁸ x 36 x 13 ³/⁸ inch	1243 x 787 x 338 mm / 49 x 31 x 13 ³/⁸ inch	1126 x 718 x 286 mm / 44 ³/⁸ x 28 ³/⁸ x 11 ³/⁸ inch	972 x 632 x 286 mm / 38 ³/⁸ x 25 x 11 ³/⁸ inch
	Dimension of Package Carton (W x H x D)	2036 x 1239 x 258 mm / 80 ¹/⁴ x 48 ⁷/⁸ x 10 ¹/⁴ inch	1824 x 1114 x 187 mm / 71 ⁷/⁸ x 43 ⁷/⁸ x 7 ³/⁸ inch	1588 x 965 x 184 mm / 62 ⁵/⁸ x 38 x 7 ¹/⁴ inch	1362 x 840 x 160 mm / 53 ⁵/⁸ x 33 ¹/⁸ x 6 ³/⁸ inch	1240 x 782 x 141 mm / 48 ⁷/⁸ x 30 ⁷/⁸ x 5 ⁵/⁸ inch	1070 x 695 x 141 mm / 42 ¹/⁴ x 27 ³/⁸ x 5 ⁵/⁸ inch
Weight	Weight of TV without Stand	44.5 kg / 98.1 lb	31.7 kg / 69.9 lb	21.2 kg / 46.7 lb	15.7 kg / 34.6 lb	12.3 kg / 27.1 lb	10 kg / 22.1 lb
	Weight of TV with Stand	-	-	22.1 kg / 48.7 lb	16.6 kg / 36.6 lb	12.9 kg / 28.5 lb	10.5 kg / 23.2 lb
	Weight of Package Carton (Gross)	62 kg / 136.6 lb.	43 kg / 94.8 lb.	30 kg / 66.1 lb.	23 kg / 50.7 lb.	17 kg / 37.5 lb.	14 kg / 30.9 lb.

BRAVIA®

Professional Displays

EZ20L

Entry-level commercial displays rated for 16/7 operation with essential professional features.
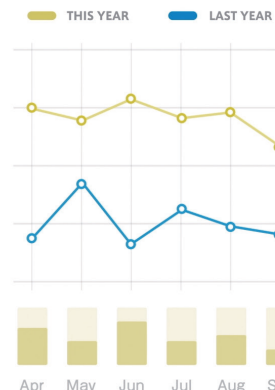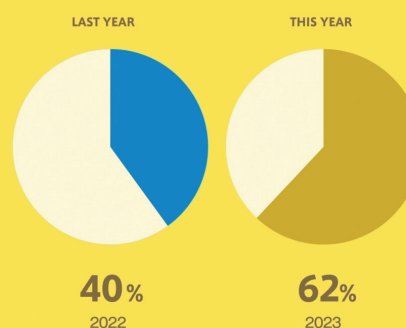
85" **75"** **65"** **55"** **50"** **43"**

4K HDR · SONY X1 4K Processor · Chromecast built-in · androidtv

Ideal for digital signage and corporate applications, slim, easy-to-use BRAVIA EZ20L Series professional displays add impact to all your visual communications. Very high 4K picture quality is complemented by simple setup, content sharing and networked control in today's connected AV environments.

For more info click/scan here

Essential features designed for your business needs

Picture Quality

- 350nits brightness
- Wide viewing angle
- 4K HDR visual experience

Robust Usability

- Power scheduling
- HDMI wake-up on signal
- Screen mirroring
- "BRAVIA Signage Free" quick signage app

Installation

- Various size options
- 16/7 dependable operation
- Landscape, portrait & tilt supported

Sustainability

- Made with recycled materials
- Less ink used on carton boxes
- Energy saving mode

EZ20L Series Specifications
Essential

		FW-85EZ20L	FW-75EZ20L	FW-65EZ20L	FW-55EZ20L	FW-50EZ20L	FW-43EZ20L
General features	Screen Size	85	75	65	55	50	43
	Brightness (cd/m²)	350					
	Contrast Ratio	5000:1	1200:1			5000:1	1200:1
	Dynamic Contrast Ratio	400,000:1					
	Response Time (ms)	6.5	8.0			6.0	8.0
	Display resolution (H x V, pixels)	3840 x 2160					
	HDR (High Dynamic Range) compatiblity	Yes (HDR10, HLG)					
	Aspect Ratio	16:9					
	Portrait/Tilt Compatibility	Yes					
Display features	Dimming type	Frame Dimming					
	Display Device	LCD					
	Panel Type	VA	IPS			VA	IPS
	Backlight type	Direct LED					
	Color gamut (NTSC)	82 %	69%				
	Picture Processor	4K Processor X1					
	Operation time	16/7					
	Haze (%)	2 %	1 %			3 %	1 %
	Viewing Angle (Right/Left)	178 (89/89) degree					
	Viewing Angle (Up/Down)	178 (89/89) degree					
Video Specs	Video Processing	4K X-Reality PRO					
	Motion enhancer	Motionflow XR					
	HDMI Signal	4096 x 2160p (24, 50, 60 Hz), 3840 x 2160p (24, 25, 30, 50, 60 Hz), 1080p (30, 50, 60 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (30, 50, 60 Hz), 720/24p, 576p, 576i 480p,480i					
Audio Specs	Speaker Position	Down Firing					
	Audio Power Output	10W + 10W					
Professional features	Pro settings	Yes (Simple Pro settings menu)					
	HDMI auto wake-up	Yes					
	Operating System	Android TV					
	On-board Storage (GB)	16GB					
Network Specs	Wi-Fi Certified	Yes					
	Wireless LAN	Integrated					
Convenience features	USB playback codecs	MPEG1:MPEG1/MPEG2 PS:MPEG2/MPEG2 WEBM:AV1/AC4/ogg/AAC					
	On Screen Clock	Yes					
	Sleep Timer	Yes					
	On/Off Timer	Yes					
	Chromecast built-in	Yes					
	Apple AirPlay	Yes					
Control Specs	IP Control	Yes					
	RS-232C Control	Yes					
	HDMI-CEC	Yes					
Inputs and outputs	HDCP	HDCP2.3 (for HDMI1/2/3)					
	Composite Video Input (s)	1 (Side, Mini jack)					
	HDMI inputs total	3 (3Side)					
	Analog Audio Input (s) (Total)	1 (Side Analog Conversion)					
	Digital Audio Output (s)	1 (Side)					
	USB ports	2 (Side)					
	Ethernet inputs	1 (Side)					
Design features	VESA® Hole Pitch (W x H)	400 x 400 mm / 15 3/4 x 15 3/4 inch	300 x 300 mm / 11 7/8 x 11 7/8 inch			200 x 200 mm / 11 7/8 x 11 7/8 inch	
Accessories	Wall-mount adjuster (Bundled) *depending on the region.	No					
	Table-top stand (Optional) *depending on the region.	No		Yes			
Environment Specs	Rated Power Consumption	342 W	315 W	226 W	191 W	146 W	125 W
	Power Consumption (in Standby)	0.5 W					
	Dynamic Backlight Control	Yes					
	Power Saving Mode / Back Light Off Mode	Yes					
Measurements	Dimension of TV without Stand (W x H x D)	1901 x 1090 x 73 mm / 74 7/8 x 43 x 2 7/8 inch	1686 x 969 x 72 mm / 66 1/2 x 38 1/4 x 2 7/8 inch	1462 x 842 x 71 mm / 57 5/8 x 33 1/4 x 2 7/8 inch	1243 x 721 x 71 mm / 49 x 28 1/2 x 2 7/8 inch	1126 x 653 x 70 mm / 44 3/8 x 25 3/4 x 2 7/8 inch	972 x 567 x 70 mm / 38 3/8 x 22 3/8 x 2 7/8 inch
	Dimension of TV with Stand (W x H x D) *depending on the region.	1901 x 1177 x 456 mm / 74 7/8 x 46 3/8 x 18 inch-	1686 x 1045 x 410 mm / 66 1/2 x 41 1/4 x 16 1/4 inch	1462 x 912 x 338 mm / 57 5/8 x 36 x 13 3/8 inch	1243 x 787 x 338 mm / 49 x 31 x 13 3/8 inch	1126 x 718 x 286 mm / 44 3/8 x 28 3/8 x 11 3/8 inch	972 x 632 x 286 mm / 38 3/8 x 25 x 11 3/8 inch
	Dimension of Package Carton (W x H x D)	2035 x 1238 x 237 mm / 80 1/4 x 48 3/4 x 9 3/8 inch	1824 x 1114 x 187 mm / 71 7/8 x 43 7/8 x 7 3/8 inch	1588 x 965 x 184 mm / 62 5/8 x 38 x 7 1/4 inch	1362 x 840 x 160 mm / 53 5/8 x 33 1/8 x 6 3/8 inch	1240 x 782 x 141 mm / 48 7/8 x 30 7/8 x 5 3/8 inch	1070 x 695 x 141 mm / 42 1/4 x 27 3/8 x 5 5/8 inch
Weight	Weight of TV without Stand	44.7 kg / 98.5 lb	30.4 kg / 67 lb	20.4 kg / 45 lb	15.3 kg / 33.8 lb	12.1 kg / 26.7 lb	9.3 kg / 20.5 lb
	Weight of TV with Stand *depending on the region.	46.2 kg / 101.8 lb	31.6 kg / 69.7 lb	21.3 kg / 47 lb	16.2 kg / 35.7 lb	12.7 kg / 28 lb	9.8 kg / 21.6 lb
	Weight of Package Carton (Gross)	57 kg / 125.6 lb.	45 kg / 99.2 lb.	28 kg / 61.7 lb.	21 kg / 46.3 lb.	16 kg / 35.3 lb.	12 kg / 26.5 lb

SONY

Crystal LED
BH- and CH-series

The latest generation of Crystal LED premium displays from Sony makes the appeal of super-size LED video walls even more accessible. See the bigger picture with spectacularly bright, richly colored images, easier installation and simplified maintenance.

Premium super-size images, even in bright environments

BH-series

From corporate entrances and lobbies to retail showrooms – the BH-series delivers impressively big, bright images bursting with rich vibrant color, even in brightly-lit spaces.

Harnessing latest advances in Sony's high-efficiency LED driver technology, the BH-series fills the room with an extraordinary 1,700 cd/m^2 of brightness – more than double that of other high-end LED displays. It's complemented by an anti-reflection coating on each display panel that prevents ambient light bounce-back under harsh illumination or sunlight. It all adds up to a phenomenal viewing experience that your audience won't forget.

## Immersive visual experiences with more depth and color

CH-series

Two secrets of creating truly immersive images are bright, vibrant colors and deep black levels that bring more contrast, depth and texture to faces and other on-screen objects.

In addition huge black area in display by using super fine LED, the CH-series uses Sony's unique Deep Black Coating surface technology enabling our Crystal LED displays to achieve outstanding black levels – superior to other high-end LED video walls. Coupled with the display's extra-wide color gamut, audiences will love being pulled into richly immersive images.

Accurate, natural, smoothly graduated colors

True-to-life, smoothly graduated colors are a must-have for critical viewing applications like movie/TV content production as well as automotive design, product development, and retail.

The BH- and CH-series reproduce color gradations with immense accuracy, using 22-bit Super Bit Mapping – Sony's unique color mapping process enabled by the power-packed X1™ for Crystal LED picture processor. You'll see the difference with smooth, natural color transitions and faithful reproduction of subtle tones in dark scenes – something conventional LED displays struggle to achieve.


22-bit Super Bit Mapping

Conventional | 22-bit processing
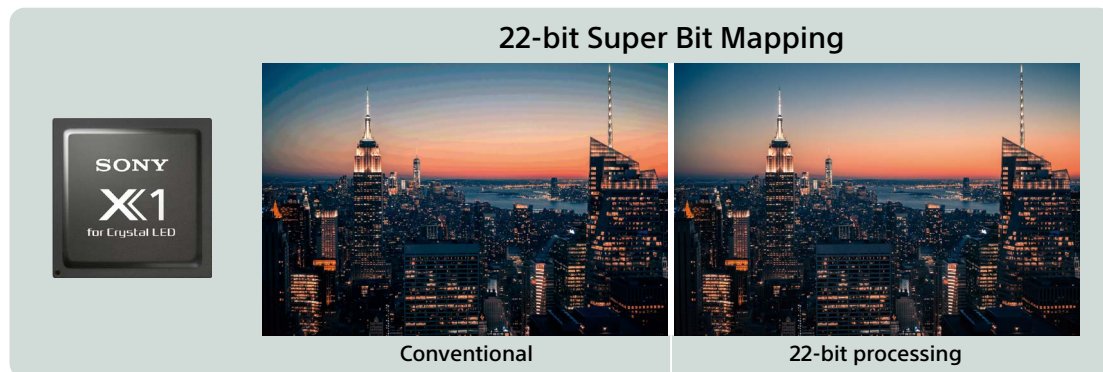
Amazing images with any content

Lower-resolution content – like archive footage or video captured with network cameras – doesn't often look its best when it's displayed on a large LED screen. Images can look grainy and pixilated, while fast movements can be blurry and uncomfortable to watch on a big display.

The BH- and CH-series harness advanced 4K 120Hz driver technology, together with real-time image enhancement features powered by Sony's X1 for Crystal LED picture processor. Every video frame is individually analyzed and optimized to ensure content looks crisp and super-smooth, even if it wasn't originally shot for large-scale display.

* Reality Creation and Motionflow™ features may not operarate when total Crystal LED display resolution is over 4K and multiple display controllers are used.

4K120Hz driving

Reality Creation

Off | On

Motionflow

Off

On

Reality Creation and Motionflow features are powered by Sony's X1 for Crystal LED.
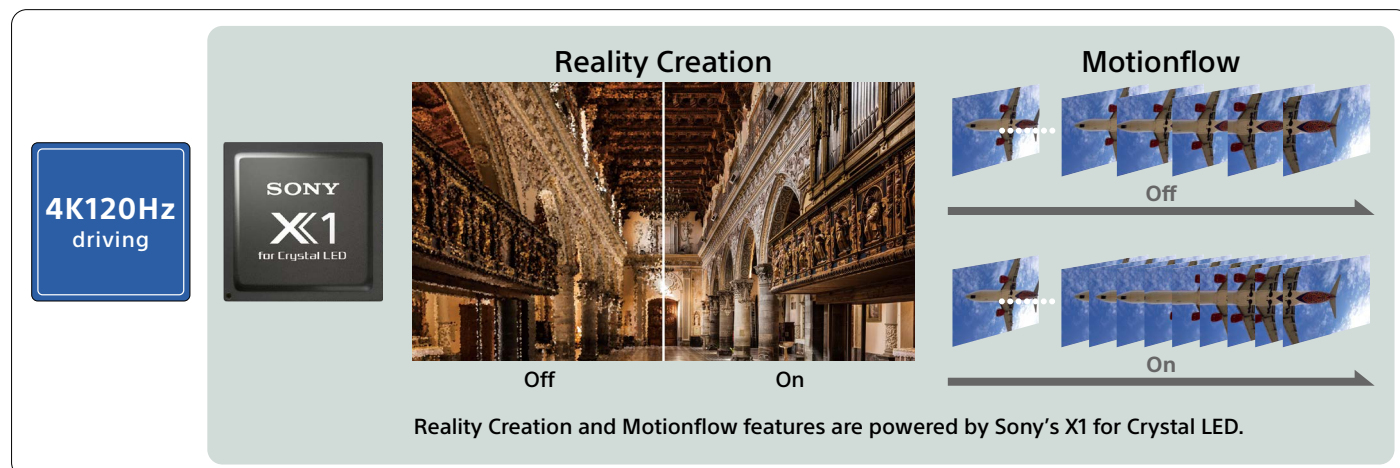
# Uniform images with wide viewing angle and natural color

Reliably producing seamless, extra-large images with a wide viewing angle and minimal color shifting are big challenges with any LED display technology. The BH- and CH-series deliver a spectacularly immersive, totally seamless visual experience with an extra-wide viewing angle and no unnatural color shifts.
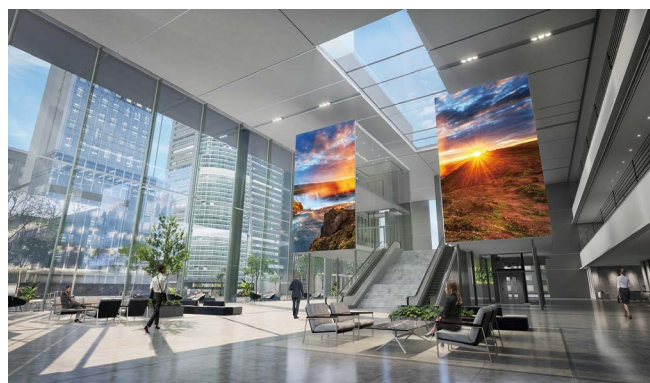
Uniform color at all angles

Super fine LED and Sony's unique coating technology reduce color shifting when the display is viewed from any angle.

Sony unique coating

Conventional LED Display
using large LED

Crystal LED BH/CH-series
using super fine LED and Sony's unique coating technology
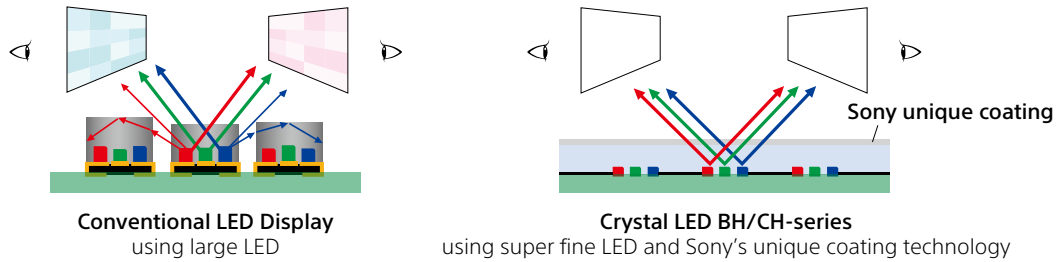
Seamless images

Modules are factory preassembled and calibrated to ensure quick, precise installation.

Consistently precise color

Color adjustment* can be simplified with our auto adjustment tool using a Sony Alpha camera.

* Color adjustment available via future firmware update.

Easy installation, less maintenance

We've designed our latest generation BH- and CH-series to be even easier to install and maintain in a wide range of environments – from corporate boardrooms to entrance lobbies, showrooms and retail stores.

Designed with intelligence

Newly designed cabinets are thin and light, broadening options for installation in spaces with limited depth or weight restrictions.

Rapid installation

With fewer parts to assemble, on-site installation time is dramatically reduced, further cutting integration costs.

Simpler maintenance

All system components and cabling are accessible from the front, simplifying installation and maintenance where there's no rear access.
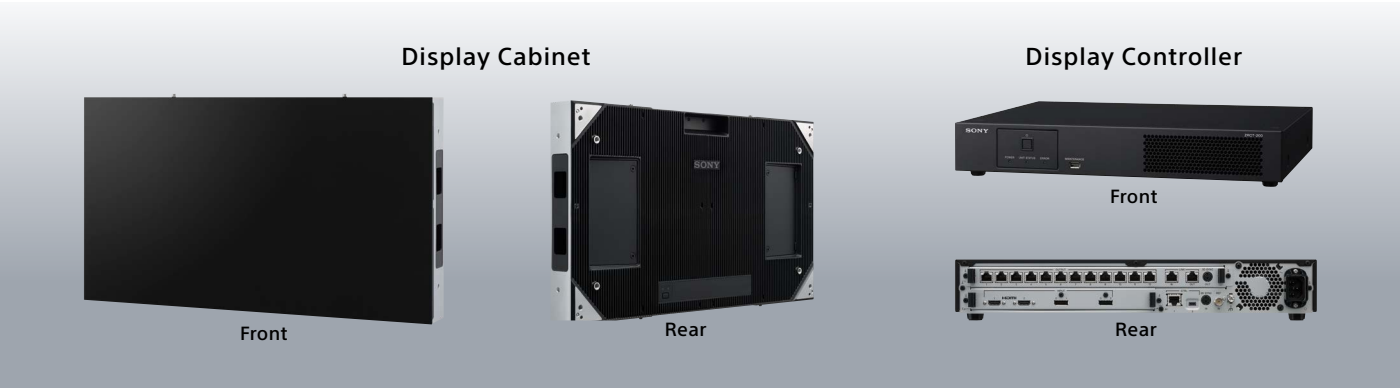
Applications

Corporate	Retail	Showrooms
Corporate Lobbies	Boardrooms	Museum

Display Cabinet — Front / Rear

Display Controller — Front / Rear

Specifications

Display Cabinet

Specification		ZRD-BH12D	ZRD-BH15D	ZRD-CH12D	ZRD-CH15D
Surface		Anti-reflection coating		Deep black coating	
Pixel Pitch		1.27 mm	1.59 mm	1.27 mm	1.59 mm
Resolution (W x H)		480 x 270	384 x 216	480 x 270	384 x 216
Brightness (Max.)		1,700 cd/m²		1,300 cd/m²	
Contrast Ratio (0 lx)		More than 1,000,000 : 1			
Viewing Angle (H/V)		170° / 170°		160° / 160°	
Color Gamut (BT2020, Δu'v' coverage)		Approx. 86 %			
Color Gamut (DCI-P3, Δu'v' coverage)		Approx. 97 % (ZRD-BH12D/CH12D : DCI acceptable)			
Color Gamut (sRGB, Δu'v' area)		Approx. 148 %			
Bit Depth		22 bit Internal Processing			
Frame Rate		Up to 120 fps			
Signal Interface		1 in 1 out (2 x RJ45)			
Operating Temperature / Operating Humidity		0 °C to 45 °C / 20 to 80 % (no condensation)			
Storage Temperature / Storage Humidity		- 20 °C to 60 °C / 20 % to 80 % (no condensation)			
Power Requirements		AC 100 - 240 V, 50 / 60 Hz			
Power Consumption (Max.)	Max brightness	120 W (Per-sqm: 574 W)			
	800 cd/m²	70 W (Per-sqm: 334 W)		84 W (Per-sqm: 408 W)	
Power Consumption (Ave.)		55 W (Per-sqm: 263 W)			
Dimensions (W x H x D)		610 x 343 x 69 mm (24 1/8 × 13 5/8 × 2 3/4 in)			
Mass		Approx. 8.6 kg (18 lb 15.36 oz) (Per-sqm: Approx. 41.1 kg)			
Application		Indoor			

*Please refer to the installation manual for installation.

Display Controller

Specification	ZRCT-300
Maximum Control Number of Display Cabinet	ZRD-BH12D/CH12D : 64 ZRD-BH15D/CH15D : 100
Maximum Input Resolution (W x H)	3,840 x 2,160
Maximum Input Frame Rate	120 fps
Multiple Controller Link	Yes
Maximum Linkage Number of Controller	20
Video Input	HDMI x 2, DisplayPort (DP1.2) x 2
Cabinet Output	RJ45 x 12
Control	RJ45 (ethernet) x 1, USB x 1
Fan Noise	27 dBA - 32 dBA (27 dBA@25 °C ,32 dBA@ 35 °C)
Operating Temperature / Operating Humidity	0 °C to 40 °C / 20 % to 80 % (no condensation)
Storage Temperature / Storage Humidity	- 20 °C to 60 °C / 20 % to 80 % (no condensation)
Power Requirements	AC 100 - 240 V, 50 / 60 Hz
Power Consumption (Max.)	100 W
Dimensions (W x H x D) (Without protrusion)	440 x 65 x 349 mm (17 3/8 x 2 5/8 x 13 3/4 in) *1.5 U 19-inch rack
Mass	Approx. 6.4 kg (14 lb 1.75 oz)

* This equipment is compliant with class A.
Operation of this equipment in a residential area could cause harmful interference in which case the user may be required to take adequate measures.

Input Signal

HDMI

Resolution	Input frame rate*¹	Input bit depth	Input color sampling
3840 x 2160	60P/50P	8 bit	RGB 4:4:4*²/YCbCr 4:4:4*²/YCbCr 4:2:0
		10 bit	YCbCr 4:2:2*²
		12 bit	YCbCr 4:2:2*²
	30P/25P/24P	12/10 bit	RGB 4:4:4*²/YCbCr 4:4:4*²
		8 bit	RGB 4:4:4/YCbCr 4:4:4
		12 bit	YCbCr 4:2:2
1920 x 1080	60P/50P/30P/25P/24P	12/10/8 bit	RGB 4:4:4/YCbCr 4:4:4/YCbCr 4:2:2*³
1280 x 720	60P/50P		
1024 x 768			
800 x 600	60P		
720 x 480			
720 x 576	50P		
640 x 480	60P		

*1: 1,000/1,001 frame rate is also supported for 60p/30p/24p.
*2: Strongly recommend using premium high speed HDMI cables.
*3: 12bit only

DisplayPort : Single Input

Resolution	Input frame rate*¹	Color bit depth	Input color sampling
3840 x 2160*²	60P/50P/30P/25P/24P	8/10 bit	RGB 4:4:4
1920 x 2160	120P*²/100P*²/60P/30P/25P/24P		
1920 x 1080	120P/100P/60P/50P/30P		

DisplayPort : Dual Input

Resolution	Input frame rate*¹	Color bit depth	Input color sampling
3840 x 2160*³	120P/100P	8/10 bit	RGB 4:4:4

*1: 1,000/1,001 frame rate is also supported.
*2: Only multi-stream is supported.
*3: Supported by two input signals of 1920 x 2160, 120P.

Display Controller
Connector Panels
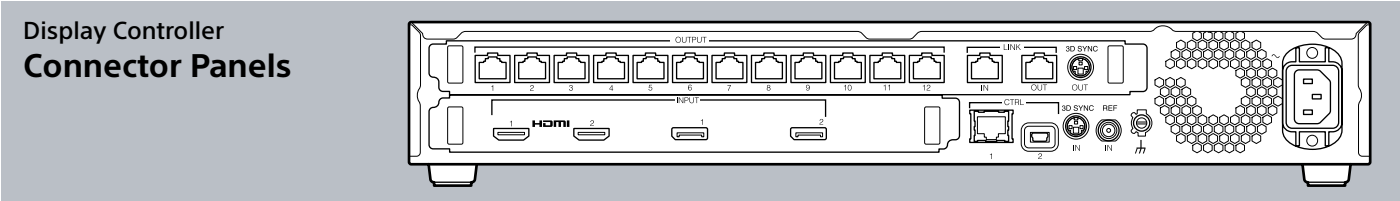
Spatial Reality Display: Realistic, glasses free 3D display

Enhance design and visualization applications with our latest Spatial Reality Display. Innovative display technologies provide incredibly realistic 3D images without the use of glasses or VR headsets, to enrich your workflow and integrate easily into your environment.

Authentic 3D viewing unique to the Spatial Reality Display

Natural 3D viewing without special glasses or headsets

Collaborate on 3D designs without special glasses or headsets. The Spatial Reality Display offers an intuitive, stress-free window into 3D spatial reality, for natural content creation and viewing.

Authentic 3D images from a bird's-eye view

You can enjoy an overhead view of 3D content that interacts with you as you move. High-definition 3D images give the feeling that the objects are right in front of you.

Realistic 3D images in any scene

Spatial Reality Display technology works even if you are wearing a mask. The Spatial Reality Display is suitable to use in any environment, meaning you can enjoy highly realistic 3D images.

## Realistic 3D images with innovative Spatial Reality Display Technology

High-speed vision sensor

The unique Sony high-speed sensor follows eye movement down to the millisecond, sensing pupil position through space on all three axes: vertical, horizontal, and even depth.

Real-time rendering algorithm

The Spatial Reality Display leverages an original algorithm for processing real-time content for each eye without lag. This makes the 3D world appear as smooth as in real life, even if you move around.
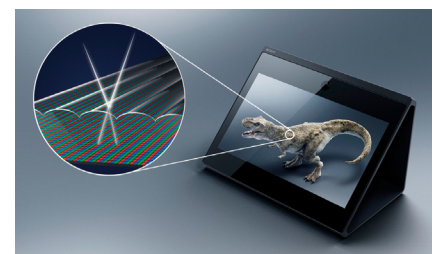
Micro optical lens

The micro optical lens is positioned precisely over the stunning LCD display. The lens divides the image between the left and right eyes, giving you stereoscopic viewing with just the naked eye.

Spatial Reality Display   ELF-SR2

Expand your horizons with natural 3D spatial images

The ELF-SR2 opens up new possibilities for creating and displaying 3D content in a professional setting with its innovative technology and adaptable design.

Incomparable 3D spatial images

Bigger 3D display

Experience real and natural 3D spatial images for a wide variety of applications on the ELF-SR2's large-screen 27″ display.

Super resolution

Sony's super-resolution algorithm is based on the high picture quality data accumulated for our BRAVIA displays to ensure reduced GPU load, boost image quality, and display fine details more accurately by correcting color moire.

Ultra-wide color gamut

Be immersed in faithful color reproduction for content display and creation with a wide-color display, supporting approximately 100% of the Adobe RGB color gamut The ELF-SR2 ensures precise and accurate color reproduction for critical professional creative work.
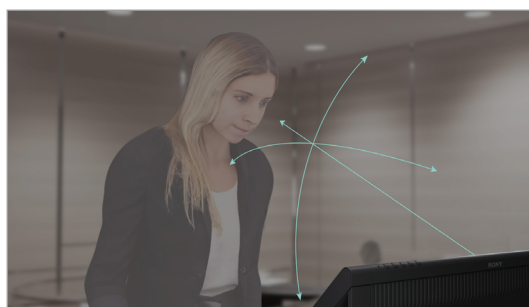

New high-speed vision sensor

Sony's proprietary second generation high-speed vision sensor improves face recognition and tracking performance. This enables accurate eye recognition in low-light conditions. In addition, the CPU load has been reduced.

Wide angle viewing

Enjoy 3D images from varying viewing positions with our new high-speed vision sensor.
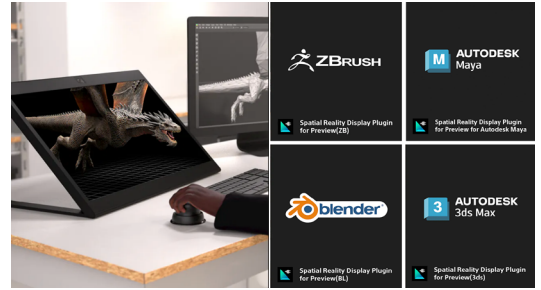
Designed for professional needs

Speciality apps

Diverse apps support highly specialized content, such as medical or architectural data.

More application development options

No matter which Digital Content Creation (DCC) tool you use to develop your content, you can easily combine it with the Spatial Reality Display thanks to the multi-platform support and compatibility.

Spatial Reality Display player

Demonstrate and view content quickly and easily on a PC using the "Spatial Reality Display player". This player supports FBX, OBJ, GLTF and STL formats.

Adaptable to your environment

Flexible implementation

Reduced GPU and CPU load means you can use a variety of PCs, depending on the environment and purpose. Enjoy low-cost and easy implementation in your workflow.

For any setting

With a detachable stand and VESA compatibility, the ELF-SR2 can be used in virtually any application or any environment.
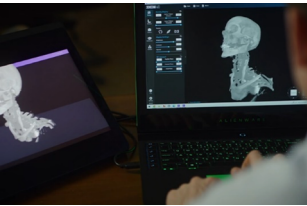
Applications

| Industrial design | Architecture | Healthcare | Retail displays |

Case Studies

Singular Health Group
Ideal for review, collaboration, and patient education.

Nissan Motor Company Ltd
Taking a test drive with Nissan's Motor Global Design Center.

American University
Honing 3D storytelling skills at American University and showcasing projects at Cannes.

SHoP Architects
Smartphone app helps clients experience their designs on the Spatial Reality Display.

Specifications

		ELF-SR2	ELF-SR1
Display	Screen Size	27 inches	15.6 inches
	Aspect Ratio	16:9	
	Panel System	Micro-optical lens type LCD panel module	
	Brightness	400 cd/m²	500 cd/m²
	Color Depth	10 bit (8bit + FRC)	
	Color Gamut	Adobe RGB approx.100%	
	Contrast	1000:1	1400:1
	Panel Response Speed	14 ms	
	Color Temperature	6500 K	
	Resolution	3,840 x 2,160 pixel *1*2	
Sound	Speaker	1 W (monaural)	5.5 W (1.5 W + 1.5 W + 2.5 W)
Interface	Input	1-HDMI 2.0 / 1-DP1.2	
	DP Input	1 (DP1.2)	
	Audio Out	1/8" Stereo mini	
MSRP	MSRP	$5,000	$2,00
Warranty	Warranty	3-year	3-year
Power	Power Consumption	64 W or less	24 W
	Power Consumption (Standby)	0.5 W or less	24W (0.5W)
	VESA Mount	100x100	–
Minimum computing requirements		• CPU of Intel i6-6 core or faster • Graphics card with a PassMark - G3D Mark score of 18,000 or higher. (GeForce RTX2070 SUPER equivalent) • PC memory size of 16GB or larger • High speed/quality SSD storage 128GB+ is required • Windows 10 (64-bit) and Windows 11 (64-bit) are supported	

*1 Actual effective stereoscpopic resolution is less than 4K.

*2 Pixels close to bezel ar emasked in order for better 3D experience. A little pattern of lines may appear depending on conditions and contents due to the dusplay structure.

Collaborative & comprehensive workspace solutions

Our professional displays, projectors, and remote cameras boost collaboration & support everyone's personal workstyle, enabling clear communication and engagement, whether in-person or remote. And with centralized management and control of connected devices, you'll benefit from optimized use of workspace resources, exceptional reliability and reduced operating costs.

Uniting teams in every size of workspace
Sony AV solutions scale effortlessly for collaborative working. From impromptu huddles to remote conferences, our wide range of BRAVIA 4K Professional Display sizes help teams deliver their best.

Reliable, easy set-up, & energy efficient
Great for video conferences and team meetings, Sony's pro displays are designed for smooth integration & 24/7 operation, reducing unplanned downtime and maintenance costs.

Sustainability   Quick, easy setup   Smooth integration   Comprehensive solution

Pro BRAVIA Series

Wide range of BRAVIA 4K Professional Display sizes (from 32 inches up to 98 inches) help teams deliver their best.

Find out more >

VPL-PHZ61/PHZ51

Slim, smart, ultra-compact laser projectors ideal for smaller meeting rooms, with advanced Sony technologies.

Find out more >

SRG-A40/A12

PTZ Auto Framing camera powered by AI smoothly and accurately track the presenter without an operator.

Find out more >

LEARN MORE

Speak to our team today about our Conf & Collaboration solutions.

Creating
Connected
Experiences

SONY

Complete audiovisual solution that shines in large spaces

Our smart AV technology makes it easy to deliver high-quality visuals and content to you audience. PTZ Auto Framing cameras with AI Analytics can be teamed with our groundbreaking Edge Analytics Appliance.

Project even bigger ideas
Easy to install and operate, our laser projectors offer bright, high-impact pictures that can be clearly seen in large lecture rooms and theatres. The long-lasting laser light source minimizes regular maintenance needs and drives down lifetime ownership costs.

AI-powered camera control
Edge Analytics Appliance uses AI-powered video technology to enhance engagement. The REA-C1000 automatically controls the movements of room cameras. It can even extract handwriting and sketches.

Corporate   **Education**   **Government**   **Faith**   **Sports**   **Entertainment**

SRG-A40/A12	**SRG-XB25**	**REA-C1000**
PTZ Auto Framing camera powered by built-in AI analytics that smoothly and accurately tracks the presenter with no need for a camera operator.	Compact 4K camera with powerful 25x optical zoom lens to capture detail-packed close-ups of lecturers and presenters accurately and clearly.	Edge Analytics Appliance increases engagement in face-to-face or remote learning environments with intelligent video analytics.
Find out more >	Find out more >	Find out more >

LEARN MORE

Speak to our team today about our auditorium solutions.
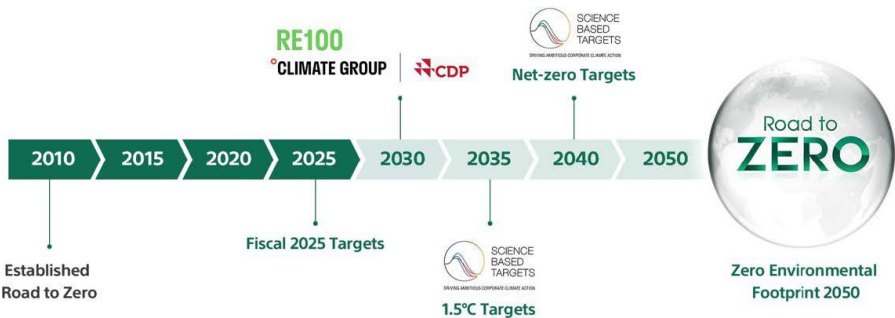
Creating
Connected
Experiences

Innovation for Sustainability

A new focus on sustainability is driving the design and use of all spaces and all technology systems. It starts with recognizing the importance of eco-friendly product design and reduced power consumption. Sony's leadership is showing the way, and we go even farther. We help industry leaders innovate, and establish new best practices in AV. Great design is about leveraging the synergies of an empowered workforce with improved AV and IT ecosystem flexibility, for better enterprise efficiency.

Road to Zero

We launched Road to Zero with the goal of aiming for zero environmental footprint by 2050, and set a series of specific goals: reducing greenhouse gas emissions, conserving resources by eliminating the use of virgin materials, careful management of chemical substances, and protecting biodiversity to maintain balanced ecosystems.

Sustainability Through Our Products

BRAVIA pro display BZ35L series – with ENERGY STAR certification – is an example of Sony's commitment to high energy efficiency standards.	VERONA combines energy-efficient, super-fine LED circuits with Sony's power control technology, reducing consumption by up to 38% vs. conventional LED walls.	Remote Cameras are made with 95.5% less plastic, continuing Sony's effective use of natural resources, while developing advanced technology and products.	Instant start up and shut down save energy, while Z-Phosphor™ laser light source eliminates replacement and disposal of mercury-containing lamps.

LEARN MORE

Creating
Connected
Experiences